

Risk Communication for Technical Professionals

TO REGISTER:

Contact ARGUS
PACIFIC @
(206) 285-3373
www.arguspacific.com

**SEMINAR COST
\$295**

Schedule

Jan 9th 07

Apr 17th 07

Fishermen's Terminal
Seattle, Washington
8:00am-4:15pm



MARK RADONICH
Health Physicist and
Risk Communicator

SELECTED TOPICS

- * Risk Communication Basics
- * Uncertainty: the limits of scientific and health data
- * History/Basis for Regulation
- * Dealing with the "need" for "ZERO" risk
- * Use of Comparisons
- * What is SAFE?
- * Health Risk Information: Public vs Personal

Develop your skills. Harness your expertise for the best. Bridge the gap between technical and scientific information and lay understandings - achieve desirable results.

Make your work easier. Risk exposure is a challenging topic when communicating with the public, the media, peers, and decision-makers. Gain insights which can shepherd your project, program, or ongoing work into consistently successful outcomes.

Acquire practical guidance. This 8-hour seminar will provide information, methods, and tools to improve communication outcomes; increase preparedness; and increase comfort and ease in discussing your issues with lay audiences.

WHO SHOULD ATTEND?

- ⇒ Environmental Engineers
- ⇒ Safety Engineers/Specialists
- ⇒ Public Information Officers
- ⇒ Industrial Hygienists
- ⇒ Radiation Safety Professionals
- ⇒ Emergency Managers
- ⇒ Hazmat and First Responders
- ⇒ Technical Program Managers
- ⇒ Policy Analysts and Planners

Anyone who wishes to develop professional communication skills for science and technical issues.

Fo' Mo' Info: Visit www.culturaleffect.com or 206-669-5560

"In my work in communicating risk, I have been struggling with a few of the subtleties, particularly in communicating about the portion of the risk curve that is unknown, undefined, under researched, unquantifiable. During the class, I had a sort of catharsis about it and about how I feel I can best communicate that uncertainty. Your class helped me finally get my brain around that."

- Elisabeth Black, CIH

About the Instructor:

Mark earned a nuclear engineering degree from Arizona State University in 1988, and has devoted his career to bridging the gap between expert knowledge and public opinion, thought, and policy. He led Risk Communication activities for the Washington State Radiation Protection Office and is now in demand as a private trainer, workshop clinician, consultant, and speaker on strategic, policy, and organizational issues.